










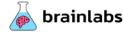


































































Canaccord Genuity's Continued Momentum Partnering with Industry Leading Commerce Software and Services Providers

Selected Commerce Software and Services Transactions

 <p>a portfolio company of</p>  <p>Financial Advisor on sale to</p>  <p>September 2024</p>	<p>One of the largest commerce and marketing services transactions of 2024</p> <p><i>"The combined forces of Mars and Publicis Groupe will allow clients to influence the complete commerce journey of billions of global shoppers through an offering that begins with the industry's richest database of consumer and shopper behavior and ends at the digital and physical shelves of the world's leading online and offline retailers"</i>¹</p>	 <p>Financial Advisor on strategic investment from</p>  <p>November 2024</p>	 <p>Financial Advisor on merger with</p>  <p>September 2024</p>	 <p>Financial Advisor on sale to</p>  <p>September 2024</p>	 <p>Advisor on asset sale of Enterprise Business to</p>  <p>July 2024</p>	
 <p>Financial Advisor on significant investment from</p>  <p>September 2023</p>	 <p>Financial Advisor on investment in</p>  <p>August 2023</p>	 <p>Financial Advisor on sale to</p>  <p>August 2023</p>	 <p>Financial Advisor on sale to</p>  <p>June 2023</p>	 <p>Financial Advisor on sale to</p>  <p>March 2023</p>	 <p>Financial Advisor on sale to</p>  <p>January 2023</p>	 <p>Financial Advisor on sale to</p>  <p>November 2022</p>
 <p>Financial Advisor on investment from</p>  <p>October 2022</p>	 <p>Financial Advisor on growth investment from</p>  <p>September 2022</p>	 <p>Financial Advisor on sale to</p>  <p>August 2022</p>	 <p>Financial Advisor on sale to</p>  <p>May 2022</p>	 <p>Financial Advisor on sale to</p>  <p>May 2022</p>	 <p>Financial Advisor on sale to</p>  <p>May 2022</p>	 <p>Financial Advisor on strategic investment from</p>  <p>March 2022</p>
 <p>Financial Advisor on sale to</p>  <p>March 2022</p>	 <p>C\$48,500,000</p> <p>Financial Advisor on financing transactions</p> <p>February 2022</p>	 <p>Financial Advisor on sale to</p>  <p>January 2022</p>	 <p>Financial Advisor on acquisition of</p>  <p>December 2021</p>	 <p>Financial Advisor on sale to</p>  <p>December 2021</p>	 <p>Financial Advisor on sale to</p>  <p>December 2021</p>	 <p>Financial Advisor on sale to</p>  <p>October 2021</p>
 <p>Financial Advisor on investment from</p>  <p>September 2021</p>	 <p>Financial Advisor on sale to</p>  <p>March 2021</p>	 <p>Financial Advisor on sale to</p>  <p>February 2021</p>	 <p>Financial Advisor on sale to</p>  <p>December 2020</p>	 <p>Financial Advisor on sale to</p>  <p>December 2020</p>	 <p>Financial Advisor on investment from</p>  <p>December 2020</p>	 <p>Financial Advisor on investment from</p>  <p>December 2020</p>
 <p>Financial Advisor on sale to</p>  <p>November 2020</p>	 <p>\$391,000,000</p> <p>Equity Offering</p> <p>Co-Manager</p> <p>November 2020</p>	 <p>Financial Advisor on sale to</p>  <p>October 2020</p>	 <p>Financial Advisor on recapitalization by</p>  <p>September 2020</p>	 <p>C\$5,000,000</p> <p>RTO Private Placement</p> <p>Co-Lead Underwriter and Sole Lead Bookrunner</p> <p>September 2020</p>	 <p>\$189,750,000</p> <p>Equity Offering</p> <p>Co-Manager</p> <p>August 2020</p>	 <p>\$248,940,000</p> <p>IPO</p> <p>Co-Manager</p> <p>August 2020</p>

¹Source: Publicis Groupe S.A.

Ranked #1 for Global Middle-Market TMT Activity²

Rank	Firm Name	# of Transactions LTM 9/30/24	Rank	Firm Name	# of Transactions 2021-2023
1	Canaccord Genuity	64	1	Canaccord Genuity	204
2	Houlihan Lokey	33	2	Houlihan Lokey	141
3	Raymond James	21	3	Lincoln International	106
4	William Blair	20	4	Raymond James	95
5	Lincoln International	18	5	William Blair	85
6	Evercore	16	6	Goldman Sachs	66
7	Moelis	15	7	Jefferies	64
8	Goldman Sachs	14	8	Baird	59
8	Lazard	14	9	Stifel	56
10	Jefferies	12	10	Lazard	55
11	Baird	10	10	Evercore	55
12	Stifel	9	12	KPMG	53

Ranked #1 for Global Middle-Market Media & Information Services Activity²

Rank	Firm Name	# of Transactions LTM 9/30/24	Rank	Firm Name	# of Transactions 2021-2023
1	Canaccord Genuity	46	1	Canaccord Genuity	158
2	Houlihan Lokey	15	2	Houlihan Lokey	86
3	Moelis	13	3	Lincoln International	54
4	Lincoln International	12	4	Raymond James	43
5	William Blair	10	5	KPMG	41
6	Stifel	9	6	GP Bullhound	38
7	Raymond James	8	7	JEGI	36
7	TobinLeff	8	8	Moelis	27
9	Globalscope	7	9	Jefferies	26
9	Technology Holdings	7	10	Baird	23

Leading Global Underwriter Since 2022³

Global Rank	Firm Name	Total Deals	Bookrun Deals
1	Canaccord Genuity	898	703
2	JPMorgan	834	816
3	Goldman Sachs	805	783
4	Morgan Stanley	742	714
5	BofA Securities	730	697
6	Citi	600	583
7	UBS	486	471
8	Jefferies	466	462
9	Barclays	392	375
10	Stifel	385	252

²Source: PitchBook for the time period 1/1/21-9/30/24. Transaction totals represent M&A/Control Transactions, All Buyout Types, and Growth/Expansion transactions <\$500M in the Technology, Media & Telecommunications and Media & Information Services segments as classified by PitchBook

³Source: Dealogic as of 9/30/24

Note: LTM = Last twelve months

Canaccord Genuity is a dominant, full-service middle market investment bank serving growth companies globally in Technology, Media, Marketing, and Information Services (TMMIS), including businesses providing solutions and services to the Commerce industry. Our global team has completed numerous engagements with companies that provide technology and tech-enabled services to facilitate commerce both digitally and in-store, including minority and growth financings, private equity and family office-driven majority recaps, strategic sales, and divestitures, as well as equity capital markets transactions for businesses that both support Commerce software platforms and drive purchases for marketers and brands in digital marketplaces and physical retail environments. Mirroring the global Commerce industry and leveraging the firm's international network, a significant amount of Canaccord Genuity's commerce-related banking activity has been cross-border, with transactions being completed with parties in North America, Europe, and Asia. The firm's track record of success is recognized by the financial sponsor community – approximately half of the firm's engagements involve representing investor-backed companies; at the same time, our superior industry coverage also continues to position Canaccord Genuity as the go-to advisor for founder and management-owned, Commerce-focused businesses.

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